



Public relations process for tourist attraction in Nakhon Chum Sub-district,
Nakhon Thai District, Phitsanulok Province

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Abstract

This research aims to study Tourism promotion process and there is an operation to promote community tourism. By using in-depth interviews individually, data were collected during the month between December–February. The research results showed that 1.To enable all sectors to work together to create a viewpoint to open up tourist attractions 2.To organize traditional activities in the community 3.To know the way of life and the sea of mist 4.To know about Nakhon Chum tourist attractions 5.Public relations content are as follows: 5.1Content before public relations 5.2 Public relations through traditions within the community 5.3 Support from the government and other items. 5.4 Tourists are involved in activities 5.5 Provide different information for each item. The operational factors for public relations are 5 aspects as follows: 1. Personnel in public relations 2. Budget for public relations 3. Support from the government 4. Use of public relations media 5. Community participation.

Keywords: 1) Public relations process 2) Public relations media 3) Community tourism

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Introduction

The tourism industry is important for the economic development of many countries. The governments of such countries focus on enhancing competitiveness and sustainability in tourism to compete and increase market share, hence the tourism mission has been developed for the country.

Determining the strategy of the developing country is integration in the tourism industry which is a part of economic development. If the country has a development strategy, a good base structure, abundant natural resources, and a potential tourism sector, they are an important factor to drive the country to enhance competitiveness and sustainability in tourism. (Strategic Tourism Plan No.1, 2015-2017)

The Tourism Authority of Thailand enhances the potential of the local Thailand tourism to increase income. Since 2016, the government plays a key role in leading the development of the income for local tourism. Thailand has abundant natural resources. There are natural attractions, history, culture, and tradition. They make it a point to study new things. The Tourism Authority of Thailand has organized tourism activities to touch local way of life. The Tourism Authority of Thailand also supports domestic tourism in Thailand. There is an initiative called "Wake up Thailand: Way of life" The initiative is to make teenagers want to study in the local way of life, culture, and tradition. It is intended to stimulate the local economy to generate income from abundant natural tourism. This project targets people who want to learn and study the local way of life, culture, traditions, etc.

Community-based tourism is different from general tourism. It is about collaborative learning with the local people and visitors. The tourism model emphasizes the coherence of the local place and community which consist of people, surroundings, tradition, and culture. The importance is in the development of the existing local tourist attractions and creating new tourist attractions both natural and cultural attractions as well as historical sites. Community-based tourism may be called different names, which depend on the style and the highlight of tourism such as ecotourism in the community, agricultural tourism, cultural tourism, and homestay tourism.(Sangkhakorn, 2009, pp. 42-43)

Developing tourist attractions to generate income for the community by working with the community leader and local people to develop natural resources which Phitsanulok province has abundant natural resources for tourism and tourist attraction. Many tourists expressed interest in visiting in the winter months because of the thick fog. Tourists always get a great photo from tourist attractions in Phitsanulok Province. There are many views of mist such as Phu Thap Boek, Khaokho, and Phu Hin Rong Kla.

At present, Phitsanulok Province opened a new tourist attraction which is not far from Phitsanulok town. It is in Nakhon Chum Sub-district located at a distance of 130 kilometers from Phitsanulok town. Nakhon Chum or called Nakhon Sum. There is a beautiful local way of life and abundant natural resources. Nakhon Chum is an ancient community. In the era of King Pho Khun Bang Klang Thao, Nakhon Chum Sub-district (Ban Na Meung), Nakhon Thai district is the main



front town of the Northern side of Nakhon Thai district. It is surrounded by valleys on the four sides. Local people believed that King Pho Khun Bang Klang Thao stayed there before coming to be the governor of Bang Yang. He assigned Khun Han Hao, his best soldier, governor of Nakhon Chum for army and military training. There are 4 ancient camp hills that are believed to be military training camps. The main camp is Naeun Kai, Ban Na Khum Kan, Moo 5, Nakhon Chum sub-district. It is a high hill about 50 meters high and 100 meters wide that digging into a raw horizontal line about 3 meters, lifting the high edge, sloping into a circle around the hill in a three-tiered cascade for hiding. The mountain top is flat with a large Makha tree. About 20 years ago, there were small Macha trees. Nakhon Chum people said that their parents told them, "It was the residence of Pho Khun Bang Klang Thao when he came to visit Khun Han Hao and watch military training". This place was very suitable for the military. There was Khao Ya Puk surrounded as a natural phenomenon in the back and front. It had clear view to see the military training from the hill. Nakhon Chum Valley covers three villages. There is Kwai Noi River flowing through Ban Na Khum Khan, Ban Na Mueang, and Ban Na Lan Khao. It was suitable for hiding military from enemy. Local people found many Sukhothai wares and jars and ancient weapons such as knives and swords. There was Kwai Noi River which clear water and nice weather, so it was suitable for soldiers' relaxation after training. It was called Kaeng Khai. Nakhon Chum has a way of life as a family style. There are also many tourist attractions such as Wang Tan Waterfall, Suea Tok Pond, and the Shrine of Luang Pu, etc.

The Nakhon Chum Tambon administration organisation (TAO) realized that tourism is important. Therefore, they have organized tourism activities or events in Nakhon Chum Sub-district to explore nature such as a spot for a stunning view of fog covering the Nakhon Chum valley. There are activities related to these tourist attractions by using art, culture, traditions, and way of life of Nakhon Chum Sub-district. To promote tourism, the researcher wanted to study the process of public relations for tourist attractions in Nakhon Chum Valley. The objective was to study the policy to open a tourist attraction or other actions and to know the internal and external factors to promote the tourist attraction in Nakhon Chum Valley. Therefore, the researcher wanted to collect data on public relations of the Nakhon Chum Tambon administration organisation (TAO) and the factors to improve the public relations for tourist attractions in Nakhon Chum Valley and to increase the potential of public relations as well.

Objective

1. To study the process and the operation of public relations for tourist attractions in Nakhon Chum Sub-district.
2. To study the operational factors for public relations to attract tourists.

Scope of Study

To study public relations process for tourist attractions in Nakhon Chum Sub-district, Nakhon Thai District, Phitsanulok Province. It is a qualitative research and an in-depth interview which has 2 areas of study as follow: 1) Scope of content to know the process of public relations for Nakhon Chum Sub-District.

2) Scope of informants are divided into 2 groups as follows: Group 1 is the group who initiated public relations in Nakhon Chum such as deputy, public relations department, Sub-district Headman, etc. Group 2 is a group of tourists who come to travel in Nakhon Chum at least 1 time.

Expected Benefits

To get information and result of study in this research to be used in public relations operations, projects, and activities of tourist attractions in Nakhon Chum to be more efficient.

This research can be applied in public relations or plan activity for another tourist attractions for more effective outcomes.

Literature Review

The researcher reviewed the literature, concepts, theories, and related research to obtain information in a perspective. The details of the concepts and theories used in this research project are:

1. Concept of public relations

Chaisuk R. (2009) said that public relations is a form of communication to inform story both fact and comment from any institution or division of target group. Communication consist of 4 elements as follows: (Laphirattanakun, W., 2010 pp. 150-151)

1. Acknowledge government or organization policy. It is very important because if you don't know the real policy, it will effect to public relations.
2. The purpose of the public relations is making people understand and avoid any problems as well as to solve problem that may occur in the future.
3. Public relations planning is not an action when take command, but public relations is a well-planned work (Pimolsin P.,

2008, p. 5).

4. Communication has changed significantly in the last 10 years. (Sritanan N., 1997, p.129), cited in (Manovich, 2003 Wardrip-Fruin, & Montfort (2003). Modern media refers to developing from existing media by integrated the old and new media and relying on creativity and modern technology as well as electronic media such as SMS Board, etc. Improving communication can be divided into 2 types :
1. Traditional media refers to sending a message to the receiver in one way which the receiver cannot reply back directly to the sender.
2. New media means the sender and receiver can send and receive messages as a two-way communication. The media also provides sound and text simultaneously by combining traditional media technology with advance technology system. Communication has 4 important elements: 1. Sender 2. Message 3. Channel 4. Receiver (Laphirattanakun, 2010). In addition, the process of transmitting information from the sender to the receiver. The purpose is to persuade the receiver to react back and expect as the sender wants. It is the way of people in society interact with each other through information, symbol and mark. (Palindhorn Lapchit, 2013).

2. Media Exposure Theory

(Atkin, 1973, p. 208) Media Exposure means a person who has media exposure, It will be far-sighted people as well as more knowledgeable and up-to-date more than another person. (Noppawong C., 1999, pp. 15-16 cited in Klapper, 1960, p. 5) :

1. Selective exposure refers to individuals' tendency to favor information from various sources.
2. Selective attention refers to the ability to pay attention to a limited array of all available sensory information
3. Selective



Perception and Interpretation are the process by which individuals perceive what they want to in media messages while ignoring opposing viewpoints. 4. Selective retention, in relating to the mind, is the process whereby people more accurately remember messages that are closer to their interests, values, and beliefs, than those that are in contrast with their values and beliefs, selecting what to keep in the memory, narrowing the information flow.

3. Concept of community-based tourism development

Butler, R. (1999) refers to "Sustainable tourism" as a tourism model which maintains the value or benefit of a tourist attraction for a long time without damage or changes the environment and surrounding area (Thailand Tourism Journal, 2009) (Sustainable tourism). The principles of sustainability can be applied to all tourism activities. Community-based tourism is a model of sustainable development. It is a type of tourism where local communities determine processes, direction and model of tourism. They are owners of the tourism resource. It has a variety of selling points as nature and history which make sustainability for the next generation and benefit for the local community. (Rungrungsat, 2010)

4. Related research

Buri (2008) The purpose of this research was to study the communication process and network characteristics for sustainable tourism management of Tarutao National Park and to study tourists' perceptions and behavior in Tarutao National Park. The result of this research found that the communication process for sustainable tourism management of Tarutao National Park

consists of 1) The sender was the government sector, Tarutao National Park, Satun Provincial Tourism and Sports, Tourism Authority of Thailand, Southern Region Office 1 (Songkhla province - Satun province), etc. 2) Message or issue such as conserve natural resources, public relations for tourist attractions, service and regulation. 3) Media or channel such as mass media, personal media, internet, specific media and other media. 4) Receiver was a network of tourists and people. The result of quantitative research found that information perception of tourist had various channels such as mass media was at a low level, personal media was a moderate level, printing media was at a low level and tourism behavior in respect and preserve the historical sites of Tarutao National Park at the highest level.

The researcher has studied an in-depth qualitative research which 17 interviewees related to the public relations of tourist attraction in Nakhon Chum that use communication process to take part in the qualitative analysis. Sender or group of internal sender was a group of national park that send the message to external receiver as tourists which it related with this research study.

Reungnok (2010) A study of the process of public relations to create an organizational image for recruitment, public relations strategy to create an organizational image for successful recruitment, and the perception of public relations project. The target group was working-age population. The result of this research found that public relations operation consists of 1) Determining the target group 2) Determining policy 3) Determining the important of

organization 4) Determining the organization's values and commitments, and 5) Planning the communication and experience for the target group, etc.

The above related research has studied the process of public relations to create an organizational image for recruitment. Results related to value in the survey research, they asked both the senior executives and public relation officers. There was a study of planing to using public relations media and determining target group which related to the research of public relations process of tourist attractions in Nakhon Chum.

Chaiyos V. (2009) A study of public relations strategy and information perception about new tourism promotion in the Northeastern region. The results showed that public relations strategy for new tourist attractions in the Northeastern region based on the experience of public relations. It was focusing on creating perception. The implementation stage of public relations plan for new tourist attractions in the Northeastern region had a budget and staff problems.

From the above related research, the researcher has studied the public relations strategy and perceptual information which related to planing on public relations media.

Phongsaphichit S. (2010) A study of public relations strategy of Rong Khun Temple, Chiang Rai Province was created by the Thai artist Ajarn Chalermchai Kositpipat. There were 3 objectives: 1) To study the public relations strategy. 2) To study the effect of public relations. 3) To study the problem and obstacle of the public relations operation. The results of the study found that most of participants had an opinion on Rong Khun

Temple that there is elaborate carving and beautiful architecture. The perceptual information of Rong Khun Temple was the radio and television media. There were a few problems and obstacles in the public relations operation which did not affect to the public relations operation.

From the above research, the researcher has studied the public relations strategy of Rong Khun Temple, Chiang Rai Province was created by the Thai artist Ajarn Chalermchai Kositpipat which related to planing on public relations media.

Daenglakwilai T. (2016) A study of public relations model of Thai&International Food Technological College. The objectives of this research were 1) To study the principle information of public relations and the context. 2) To study the model of public relations management. The sample group using in the research were executives, staffs, students of the Vocational Certificate Program and Diploma Program. The results showed that Thai&International Food Technological College has a policy of planning, target goals, operational guidelines, recruitment, budget management, coordination with internal and external sectors and evaluation of public relations by administrative and faculty member. Public relations on television, radio, print media, internet through the Institute's website, Line and Facebook to promotes the course. The researcher has studied a public relations model of Thai&International Food Technological College which related to a research on planing on public relations media both internal and external.

The above research related to the research of process of public relations of

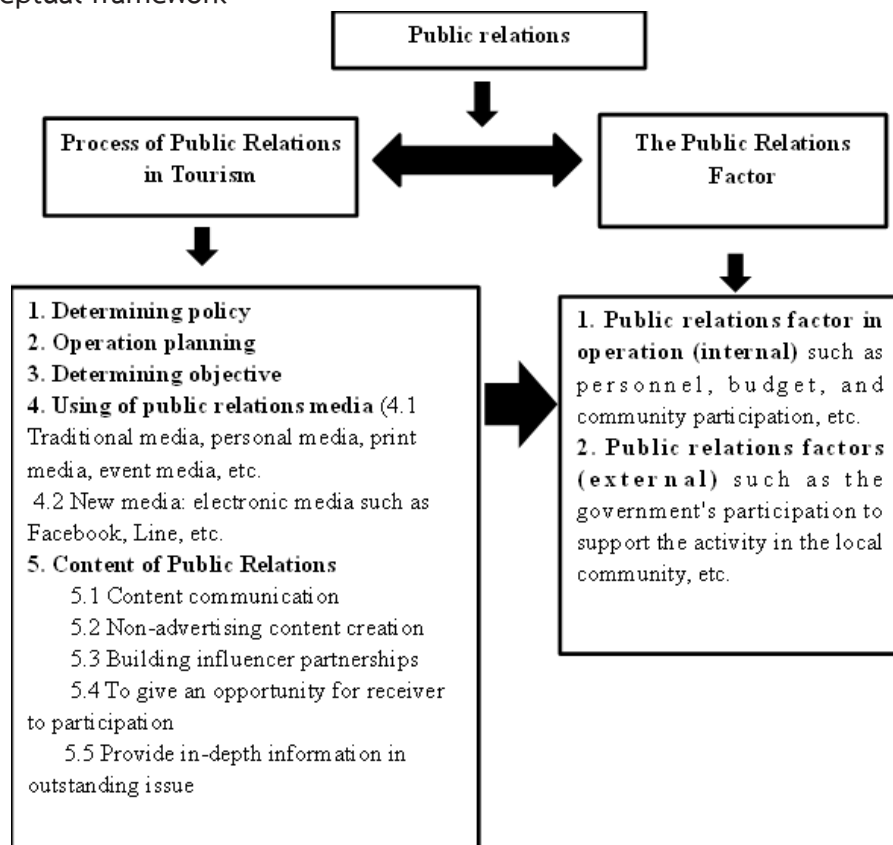
tourist attractions in Nakhon Chum. It had internal public relations which were organization and local people to know tourist attractions before public to external. The researcher has studied this research on internal and external public relations.

UtaiLapthong N. (2009) A study of the public relations strategy of music business in Thailand. This research aimed to study on strategy, policy, and problems and obstacles of public relations in the development of music business in Thailand. This research was a qualitative research and in-depth interviews to the senior management who was the responsible person for public relations and artists of GMM Grammy Public Company Limited, Sony BMG Music Entertainment (Thailand) Company Limited and Small Root Company Limited. A good image, problems

and obstacles in public relations were: 1) Problems in communication with various target groups. 2) Personnel in the organization do not understand public relations. 3) Problems in copyright infringement affects public relations assessment. 4) Public relations budget. 5) Gender is a factor in the public relations development. It is important because public relations is a part of the operation. To create an image both the positive and the negative to organization. It will make the organization development unsuccessful. The researcher has studied the strategy of public relations for the music business in Thailand which related to research on public relations factors.

According to the above research, researcher has studied a problem analysis in public relations operations. The researcher

5. A conceptual framework



Picture No. 1 A Conceptual framework for public relations process of Nakhon Chum

found that the problem came from the budget analysis and understanding of public relations of personnel in the organization. Therefore, the researcher has studied this research and applied in public relations research.

Methods

A study of the public relations process of tourist attractions in Nakhon Chum was conducted by using Qualitative Research Methods. To study the public relations process of tourist attractions in Nakhon Chum Sub-district, Nakhon Thai District, Phitsanulok Province and to study Public relations factors, the data was collected by an in-depth interview. All 10 participants were divided into 2 groups.

Data Sources and selection of participants:

1. A group of 5 people who are involved in public relations for tourist attractions in Nakhon Chum Sub-district and involved in

the development of tourist attractions in the Nakhon Chum who have worked in the area for 1 year.

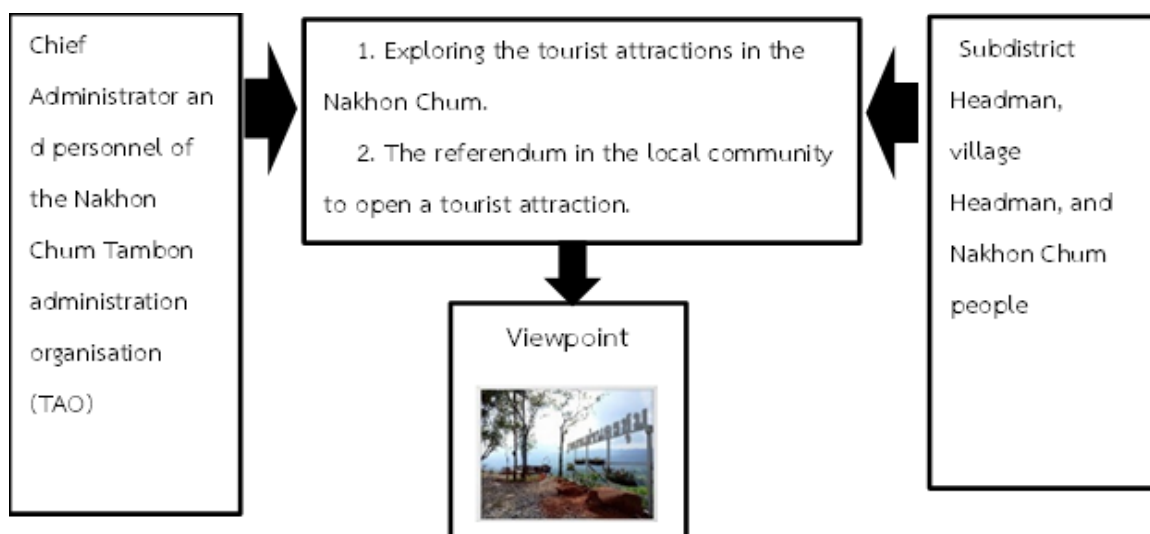
2. A tourist group of 5 people who want to travel in the Nakhon Chum and who have traveled to Nakhon Chum once before.

The researcher collected data by an in-depth interview. The expertise committees included Associate Professor Dr. Kittima Chanvichai, Assistant Professor Dr. Poonsuk Pharamoratat and Assistant Professor Dr. Wanawan Dahty to consider the issue consistent with the research objectives as well as accuracy and improving the language according to the advice of experts.

In addition, if there are some issues that are different from other, but interesting and consistent. The researcher will continue to explain this point of view.

Results

It was divided into 2 issues as follow:



Picture No. 2 The process of determining the policy to build a viewpoint of the mountain.



1. To study the process and operation of public relations for tourist attractions.

1.1. Determining the policy for public relations in Nakhon Chum. Therefore, there is a meeting with all sectors as personnel in the the Nakhon Chum Tambon administration organisation (TAO), Sub-district Headman, village Headman, and the local people in Nakhon Chum to brainstorm about tourist attraction in Nakhon Chum Sub-district and to build the viewpoint for seeing the sea of mist. This can also promote Nakhon Chum to be a tourist attraction as well. The Chief Administrator of Nakhon Chum said, "I also worked as Chief Executive which entails following government policy. This tourist attraction was my idea to present to the village Headman and local community. We will build a viewpoint. This was a guideline for sustainable tourism". (Public relations policy initiator, interview, 5th May 2018). The researcher found that the Policy Implementation was the responsibility of the Nakhon Chum Tambon administration organisation (TAO). In order to build a tourist attraction in the local community, the group of local leaders and local people agreed to open a tourist attraction. From this agreement, they built the viewpoint immediately with the cooperation of the village headman and local people. There is a picture of the policy for public relations of tourist attractions in Nakhon Chum.

1.2 Public relations planning has taken the policy to open Nakhon Chum as a tourist attraction. There were activities, events or traditions for public relations as well as media such as billboard media and online media. In

addition, the Nakhon Chum Tambon administration organisation (TAO) and community leaders had the opportunity to express their opinions, needs, interests, and attitudes to public relations activities planning. The public relations officer said, "I want to promote this place as a tourist attraction as well, so we thought about how to do it. We were working together with the local leader to planning which the Chief Administrator of Nakhon Chum helped to build a viewpoint to open it as a tourist attraction" (Tourist attraction publicity participant, interview, 20th May 2018). The researcher found that planning was the preparation of various activities about tourist attractions in Nakhon Chum, so a meeting was held in order to public relations for Rong Khao of Nakhon Chum viewpoint.

1.3 Determining public relations objective with the target to open a tourist attraction which tourism policy and operational planning were in the same direction such as traveling to see the sea of mist, how the public relations will let tourists to know the place for seeing a sea of mist?, etc. Therefore, the objective was set up to create public relations to achieve a local development and understanding for tourist attraction in Nakhon Chum for example public relations on the sea of mist in Nakhon Chum Valley. Village Headman said, "The objective same as Mr. Por, the Chief Administrator which want to share the beauty of our local place for people who visit to experience more local culture and tradition when traveling to Nakhon Chum Valley" (Tourist attraction publicity participant, interview, 20th May 2018). The researchers found that there was a consensus to open a tourist attraction in Nakhon Chum Valley

following the policy as mentioned above such as building other tourist attractions and planing public relations which related to the objective of the sea of mist in Nakhon Chum Valley.

1.4 Using public relations media to inform the way of life.

The sea of mist in Nakhon Chum Valley was the spot for tourists to visit Nakhon Chum Valley. Using various aspects of public relations media such as advertising signboard and social media both traditional media and new media can promote Nakhon Chum to be tourist attraction. This public relations can make tourists know the news and information of this tourist attractions as well. The Nakhon

Chum tour guide said, “There were brochures, leaflets, LINE and Facebook as well as Tower Distribution Center of the Nakhon Chum Tambon administration organisation (TAO) and Facebook page, Ms.Kung was AdminPage as a public relations officer.” (Tourist attraction publicity participant, interview, 20th May 2018). The researcher has showed the picture of the meeting process in Nakhon Chum Sub-district. The Chief Administrator of Nakhon Chum Sub-district was organized the public relations policy, event, photography for the development of tourist attraction in Nakhon Chum Sub-district and traditional media such as print media, sign media to promote tourism attraction in Nakhon Chum.



Picture No. 3 Meeting and consulting on the management of tourist attraction in Nakhon Chum Valley.



Table No. 1 Using media to public relations tourist attraction in Nakhon Chum Sub-district both internal and external the community.

Traditional Media				New Media
Print Media	Personal Media	Activity Media	Mass Media	Electronic Media
1. Tourist attraction advertising signboard	1. Arrange a meeting and preparing the traditional events of the Nakhon Chum Tambon administration (TAO)	1. Building Team Relationship in Sport 2. Pak Thong Chai Tradition 3. Ton Pheung Tradition 4. Paying respect to Luang Pu Kaiyasit Tradition	1. Television programs to promote tourist attraction such as Traditional local Thai cuisine	1. Using Facebook for Public Relations 1.1 Nakhon Chum Homestay Facebook Page 1.2 Tinee Rong Khao of Nakhon Chum Facebook Page 2. Line is a new media that Nakhon Chum people use for meeting or arranging activity or event (Community leader said)
2. Tourist attraction advertising brochure				
3. Tourist attraction guideline signboard				

1.5 Public relations content for public relations of tourist attractions in Nakhon Chum Sub-district. There are 5 issues as follows:

1.5.1 Content in communication was determined before public relations such as taking pictures and captioning about the morning mist in Nakhon Chum Valley. There was an additional content about the history of the Nakhon Chum Valley. The Chief Administrator of Nakhon Chum said, "We have had the history, historical sites, and the city of warriors, so we can create the story for our places. For example, a salt well where is a history of warriors, the historical site as Kaeng Khai, and the best time for viewing the fog at Nakhon Chum Valley." (Public relations policy initiator, interviewee, 5th May 2018). The researchers found that their public

relations content to the target group were in the same direction.

1.5.2 Non-advertising content creation, but using traditional public relations such as Pak Thong Chai Tradition and Ton Pheung Tradition of Nakhon Chum Community. Nakhon Chum Sub-district has not only the sea of mist, but also tradition and local way of life. The public relations officer said, "The TV program contacted us for shooting. Most of them had their issues and points. The sea of mist was the first thing to promote. Next, the local way of life." (Tourist attraction publicity participant, interview, 20th May 2018). The researchers found that non-advertising content creation was using their various traditions to be traditional advertising media for tourist attractions in Nakhon Chum Sub-district.

1.5.3 Building connection with the influence people and the government to open a tourist attraction.

There were many TV programs shooting about the way of life and tourist attractions in the Nakhon Chum Valley. It made the group of tourists interested in Nakhon Chum Valley. The Chief Administrator of Nakhon Chum Sub-district said, “There were researchers came here and discussion in community, so I did not to do it. In addition I talked to the village headman and the community leader that we are host, we could smile, cleaning, hygiene and safety.” (Public relations policy initiator, interviewee, 5th May 2018). Researchers found that government support has made tourism development. There were public relations from travel TV programs which they had different issues for different target groups so these strategies were used for public relations via online media or television media, etc.

1.5.4 Give an opportunity for receiver to participate in activity or comment on tourist attractions.

It will make the tourist attraction more interesting. The public relations officer said, “My family business was grocery. We always ask the tourists for what they need or what we should improve. We received information from tourists directly. Tourists said that everything was good and they did not want it change. They did not want here similar as Phu Thap Boek or another place. They like the way of life of Nakhon Chum. They suggested that it should have freshly brewed coffee and coffee shop as well as a many spots for taking a photo and toilets also. Tourists suggested and helped us. It was like learning

and working together.” (Tourist attraction publicity participant, interview, 20th May 2018) The researcher found that expressing opinion in various forms such as word-of-mouth (personal media) about tourist attraction in Nakhon Chum. It was people passing of information from person to person directly. In addition, the receiver can also express their opinion back. Expressing such opinions will help improve tourism.

1.5.5 Providing in-depth issue to the mass media for public relations. It will be public relations to provide different types of information. For example, if Food TV program came to see the way of life or local food. The Chief Administrator of Nakhon Chum Sub-district said, “I gave all in-depth information to media for public relations. Also, I was pleased if they want to visit and take photo as well as information about history. They can ask the local people who have been here for a long time.” (Public relations policy initiator, interview, 5th May 2018). The researchers found that providing honest information and separating various issues in each public relations to send similar content and formats or duplicated information to each media were not strategy of mass media. At present time, the story or news was chosen by in-depth content and strong points.

2. To study the operational factors for public relations to tourist attractions.

2.1 The Nakhon Chum Tambon administration organisation (TAO) had problem with personnel in public relations. Because of this problem, it affected to tourist attraction. The Chief Administrator of Nakhon Chum Sub-district said, “Each person’s knowledge and abilities are not same. Because of the



problem of personnel, it was difficult to coordinating and following the policy because

1. Knowledge
2. Discipline performance is important in working. When staff cannot work according to schedule, work will not be able to continue. Because the most important thing is to have discipline. If there is no discipline, it lack of achievement and goals. There was a problem from principle, it effected to planning and other work also.”(Public relations policy initiator, interview, 5thMay 2018). The Nakhon Chum Tambon administration organisation (TAO) had problems with personnel factors in public relations because there are no position in this field, it has obstacles when need public relations. There is no staff to work on it.

2.2 The Nakhon Chum Tambon administration organisation (TAO) has no problem about budget for public relations because they can find the budget by themselves to support and promote in public relations. There is support from government and private sectors in public relations. Regarding public relations to meet the target group, they will do by themselves directly through online media. The Chief Administrator of Nakhon Chum Sub-district said, “Budget was important, but we can request a sponsor. The most important thing was disciplinary responsibility. It was important.” (Public relations policy initiator, interview, 5th May 2018). The researcher found that the Nakhon Chum Tambon administration organisation (TAO) had no problem in terms of budget because they were able to find the budget by themselves to support to do various activities and to public relations.

2.3 In terms of participation in public relations within the community in order to

open a tourist attraction. There is no need to ask for a budget from the government because they have natural resources and community harmony. Village Headman said, “Because everyone helps even we were not good at using media. There are staffs from the Nakhon Chum Tambon administration organisation (TAO) communicate to outside. Most of them were using of media to public relations about tourism.”(Nakhon Chum District Community Leader, interview, 5th May 2018). The researcher found that there is no need to ask for a budget from the government because they have natural resources and community harmony as well as the local community support. So it was easy for the Nakhon Chum Tambon administration organisation (TAO) to ask local people for help. The Village Headman manages a group of people and divide work among them. There are no operational problem.

2.4 The public relations media of Nakhon Chum was online media. It was an easy way and do not need a huge budget for public relations. Public relations officer said, “Post on a page on Facebook was no problem. They can see it, but cannot share the page. It was a problem, so the information cannot spread. Writing mistake was a problem also.” (Tourist attraction publicity participant, interview, 20th May 2018) There are some obstacles in public relations through online media, but focusing on to disseminating truthful information to tourists.

2.5 In terms of participation in public relations within the community in order to open a tourist attraction. There were Television programs to promote tourist attraction. Public relations officer said,

“Sub-district Headman has the power to bring local people together. He was a leader to do activities such as cleanliness. He did and villagers had to follow. Sub-district Headman used public relations as Line which they has the Line group. The group consist of Village Headman, the Nakhon Chum Tambon administration organisation (TAO) staff group, and local leader group. Most of them work via Line group and Tower Distribution Center of the Nakhon Chum Tambon administration organisation(TAO). Using mass media for external communication such as FaceBook Page. (Tourist attraction publicity participant, interview, 20th May 2018). The researcher found that in terms of participation in public relations within the community to open a tourist attraction, the local community have participated to support the Television programs to promote tourist attraction and develop more tourist attractions.

Conclusion and Discussion

The researcher found that there was systematic management for policy implementation, public relations planning to promote tourist attractions in Nakhon Chum Sub-district and generate income for local people. There was no specific target group who wants to visit Nakhon Chum and use traditional media in combination with new media for public relations which cost less than traditional media. In addition, they applied the concept of public relations, exposure theory, concept of community tourism - tour operator business and the Nakhon Chum community working together for more efficiency and promoting faster than traditional media, which consists of a public relations process in 4 steps: Research,

Planning, Communication/Action, Evaluation which is related to concept of public relations process of Chinawan (2010) cited in (Scott, Cutlip, and Allen, 1994, p. 193)

Defining the problem : the organization operation to searching for information about the environment of tourist attractions to be considered for public relations planning and strategy before public relations to external.

Planning and programming : Public relations department use information from the research to determining public relations strategy and projects that are consistent with the tourism policy of the government.

Talking and Communicating : After planning and determining public relations strategy, the organization will determine the media to public relations by choosing a variety of media such as print media, Internet, etc.

Evaluating the program : The public relations department operate and evaluate whether the public relations achieve or not. However, when considering the organization's public relations process, which is consistent with the concept (Chaiyot, 2009) cited in (Simon, 1984), the principles of media selection for public relations are : which media can be used? Which media is most suitable for the purpose of the audience? From the data analysis, there was not have public relations plan, it was lacking of understanding of PR operations and make the tourism public relations operation unable to achieve. From the results of the study found that the public relations process for tourist attractions in Nakhon Chum was an aggressive public relations model to reach the target group. Focusing on building awareness of tourist attractions in Nakhon Chum Valley and



choosing the media to show the highlights of Nakhon Chum Valley to disseminate for added value for tourist attractions. This is consistent with the concept of media selection as (Chaiyot, 2009) cited in (Kitler and Armstrong, 1997) said that effective communication use many communication tools. The results of the study found that the overall issue of public relations focus on providing information by an aggressive public relations content. The events were organized by the Nakhon Chum Tambon administration organisation (TAO) used all types of media such as Facebook, fan pages, websites, offline media, magazines, leaflets, posters, brochures, newspapers, and vinyl, etc., which are consistent with the theory of (Philip Kotler, 2000) cited in (Thongthavorn, 2003) referred to the public relations marketing called PENCIL in accordance with the public relations process of the Nakhon Chum Valley which using media for disseminating information such as magazines, brochures, organizing a special event, news, and the most media that can reach the tourists is electronic media. (Social media) because most of the public relations operators will use channels to disseminate information about Nakhon Chum to spread information widely. Public Relations factor of tourist attraction in Nakhon Chum Sub-district, it has the most problems in public relations management. As a result, there was limitations in producing of public relations materials such as Internet, brochures, and leaflets, so there was unable to disseminate information coverage enough. The next problem was the insufficient personnel for PR operations. In addition, it was seen that the problem of public relations was using media

to disseminate information about new tourist attractions. The Nakhon Chum Tambon administration organisation (TAO) focused on using internet media to public relations which is consistent with the concept of the exposure theory (Klamsakul, 2002, p.61), stated that consumers choose to focus on information based on the main factor, namely Selective Exposure. It was effected to expectation and motivation at the time such as needs, desires and interests, etc. Each factors effected to consumer exposure about a new tourist attraction. The guidelines on public relations development for tourist attractions in Nakhon Chum Sub-district was the knowledge management for personnel in public relations and tourism to create good corporate image for entrepreneurs in the area as well as improve and develop continuously to achieve sustainable tourism as the concept of sustainable tourism development of the United World Tourism Organization (UNWTO, 1994) referred to the sustainable tourism development was Tourism development to meet the needs of tourists and tourist attractions including natural resource management and protection that can maintain economic, social and environmental benefits in the long term. (Journal of Tourism Authority of Thailand, 2009) (Prawichai, 2017) referred to 5 tips for success in public relations as follow:

- 1) Content Communication without control for complete public relations.
- 2) Content creation without advertising for tourist attractions such as creating video content for social media.
- 3) To build and maintain a good relationship with influencers for example inviting celebrities to recommend tourist attractions in Nakhon Chum via TV program or social media.

- 4) Give the opportunity for receiver to talk and exchange for promote tourist attraction.
- 5) Providing the history of community to tourists as well.

Table No. 2 Suggestion for solving

Problem	Cause	Solution
1. Using Media	1. Media not covering various target group 2. Using media ineffectiveness	Produce media to coverage the target group and develop the ability of public relations media.
2. Content	1. Media not coverage for public relations to tourists and entrepreneur group	Public relations has clearly and interesting
3. Personal	3. No personal to work as public relations officer in the Nakhon Chum Tambon administration organisation (TAO)	Develop the potential of personnel to have knowledge and competence in public relations and provide public relations officer.

Research Suggestions

Suggestion for solving

Another Tambon administration organisation (TAO) can develop and apply the public relations process from this research to be more efficient.

Suggestion for another research

A study of public relations process of tourist attraction in Nakhon Chum only. In further studies, a comparative study should be made between organizations that are developing tourism to be useful in the development of public relations processe in each area such as problems and obstacles Public relations media, etc.

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